

WHAT IS CLAIMED IS:

1. In a computing environment including a network, a web page accessible via said network, and a contest server including a storage medium having an object file, a method for content promotion comprising the steps of:
 - 5 accessing from a user client said web page stored in association with the contest server via said network, wherein said web page includes an indicia corresponding with said object file;
 - obtaining a contestant identification, wherein the contestant identification corresponds to said user client;
 - 10 selecting said indicia to provide an opportunity to purchase a content of the content promotion;
 - engaging said object file corresponding to said indicia; and
 - sending to said contest server said contestant identification with an acknowledgment of said selected indicia to enter the user client into a contest.
- 15 2. The method according to Claim 1, wherein said obtaining includes the steps of:
 - entering an information data packet wherein said packet includes information particular to said user client;
 - 20 associating said user client to said client identification; and
 - storing said client identification at a location accessible to the contest server.
- 25 3. The method according to Claim 1, wherein said obtaining includes the step of retrieving said client identification via the contest server.
4. The method according to Claim 1, wherein said engaging includes the step of playing an audio file.

5. The method according to Claim 1, wherein said engaging includes the step of playing a video file.

6. The method according to Claim 1, wherein said method further comprises the steps of:

5 entering the selected indicia into an indicia subset;
determining whether said indicia subset is complete; and
upon completion of said indicia subset, transmitting said indicia subset.

7. The method according to Claim 6, wherein said transmitting includes the steps of:

10 receiving said indicia subset from the user client via said network;
comparing said indicia subset with a winning subset to provide a win determination or a lose determination; and
upon a win determination, transmitting the user client a winning notification.

15 8. The method according to Claim 1, wherein said method further includes the steps of:

 posing a query to the user client, wherein said query corresponds to said object file;
 receiving an answer, wherein said answer includes selectively one of a correct answer and an incorrect answer;
20 upon receipt of said correct answer, providing an award to the user client;
 entering said selected indicia into an indicia subset;
 determining whether an indicia subset is complete; and
 upon completion of said indicia subset, transmitting said indicia subset.

9. The method according to Claim 8, wherein said providing includes storing the award in a particular location corresponding to the user client.

10. The method according to Claim 8, wherein said transmitting includes the steps of:

- 5 receiving said indicia subset from the user client via said network;
- comparing said indicia subset with a winning subset to provide a win determination or a lose determination; and
- upon a win determination, transmitting the user client a winning notification.

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11. The method according to Claim 1, wherein said method further includes the step of conducting a contest to provide for content promotion.

12. The method according to Claim 11, wherein said conducting comprises the steps of:

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- selecting a first indicia;
- displaying a collection of indicia, wherein said collection corresponds to said first indicia;
- selecting a second indicia, wherein said second indicia is located within said collection;
- 20 entering said second indicia as a subset entry;
- playing said object file to provide promotion of a content, wherein said object file relates to said second indicia; and
- providing the user client with an opportunity to purchase said content.

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13. The method according to Claim 12, said method further comprising the steps of:

posing a query to the user client, wherein said query corresponds to said object file;

receiving an answer, wherein said answer includes selectively one of a correct answer and an incorrect answer; and

5 upon receipt of said correct answer, providing an award to the user client.

14. The method according to Claim 12, wherein said playing occurs simultaneously with the step of posing a query to the user client, wherein said query corresponds to said object file.

10 15. The method according to Claim 12, wherein said method further comprises the steps of:

entering said selected indicia into an indicia subset;

determining whether an indicia subset is complete; and

upon completion of said indicia subset, transmitting said indicia subset.

15 16. The method according to Claim 15, wherein said transmitting includes the steps of:

receiving said indicia subset from the user client via said network;

comparing said indicia subset with a winning subset to provide a win determination or a lose determination; and

20 upon a win determination, transmitting the user client a winning notification.

25 17. In a computing environment including a network, a web page accessible via said network, and a contest server including a storage medium having an object file, a data packet capable of being transmitted via said network, said data packet comprising:

a contest game to provide content promotion, wherein a user client enters said contest via said web page;

an award system, wherein the user client earns rewards by engaging said data packet; and

5 a coupon dispenser to provide a coupon corresponding with content promotion and a user client location.

18. The data packet according to Claim 17, wherein said contest provides an opportunity to win points.

10 19. The data packet according to Claim 17, wherein said contest provides an opportunity to win a monetary award.

20. The data packet according to Claim 17, wherein said award system is based upon interacting with said data packet by selectively participating in said contest game and engaging an object file and obtaining a coupon.

15 21. A computer readable medium containing programming which when executed performs the following procedures comprising:

accessing from a user client said web page stored in association with the contest server via said network, wherein said web page includes an indicia corresponding with respective said object file;

20 obtaining a contestant identification, wherein the contestant identification corresponds to said user client;

selecting said indicia to provide an opportunity to purchase a content of the content promotion;

engaging said object file corresponding to said indicia; and

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sending to said contest server said contestant identification with an acknowledgment of said selected indicia to enter the user client into a contest.

22. The medium according to Claim 21, wherein said obtaining
5 procedure comprises the procedures of:

entering an information data packet wherein said packet includes information particular to said user client;
associating said user client to said client identification; and
storing said client identification at a location accessible to the contest
10 server.

23. The medium according to Claim 21, wherein said obtaining procedure comprises retrieving said client identification via the contest server.

24. The medium according to Claim 21, wherein said engaging
15 procedure includes playing an audio file.

25. The medium according to Claim 21, wherein said engaging procedure includes the step of playing a video file.

26. The medium according to Claim 21, wherein said medium further includes the procedures of:

20 entering the selected indicia into an indicia subset;
determining whether said indicia subset is complete; and
upon completion of said indicia subset, transmitting said indicia subset.

27. The medium according to Claim 26, wherein said transmitting procedure includes the procedures of:

receiving said indicia subset from the user client via said network;
comparing said indicia subset with a winning subset to provide a win
determination or a lose determination; and
upon a win determination, transmitting the user client a winning
5 notification.

28. The medium according to Claim 21, wherein said medium further
includes the procedures of:
posing a query to the user client, wherein said query corresponds to said
object file;
10 receiving an answer, wherein said answer includes selectively one of a
correct answer and an incorrect answer;
upon receipt of said correct answer, providing an award to the user client;
entering said selected indicia into an indicia subset;
determining whether an indicia subset is complete; and
15 upon completion of said indicia subset, transmitting said indicia subset.

29. The medium according to Claim 28, wherein said providing
procedure includes storing the award in a particular location corresponding to the
user client.

30. The medium according to Claim 28, wherein said transmitting
20 procedure includes the procedures of:
receiving said indicia subset from the user client via said network;
comparing said indicia subset with a winning subset to provide a win
determination or a lose determination; and
upon a win determination, transmitting the user client a winning
25 notification.

31. The medium according to Claim 21, wherein said medium further includes the procedure of conducting a contest to provide for content promotion.

32. The medium according to Claim 31, wherein said conducting comprises the procedures of:

- 5 selecting a first indicia;
- displaying a collection of indicia, wherein said collection corresponds to said first indicia;
- selecting a second indicia, wherein said second indicia is located within
- 10 said collection;
- entering said second indicia as a subset entry;
- playing said object file to provide promotion of a content, wherein said object file relates to said second indicia; and
- providing the user client with an opportunity to purchase said content.

15 33. The medium according to Claim 32, said medium further comprises the procedures of:

- posing a query to the user client, wherein said query corresponds to said object file;
- 20 receiving an answer, wherein said answer includes selectively one of a correct answer and an incorrect answer; and
- upon receipt of said correct answer, providing an award to the user client.

25 34. The medium according to Claim 32, wherein said playing procedure occurs simultaneously with the procedure of posing a query to the user client, wherein said query corresponds to said object file.

35. The medium according to Claim 32, wherein said medium further comprises the procedures of:

5 entering said selected indicia into an indicia subset;
 determining whether an indicia subset is complete; and
 upon completion of said indicia subset, transmitting said indicia subset.

36. The medium according to Claim 35, wherein said transmitting procedure includes the procedures of:

10 receiving said indicia subset from the user client via said network;
 comparing said indicia subset with a winning subset to provide a win determination or a lose determination; and
 upon a win determination, transmitting the user client a winning notification.